

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 ( ISO ) W

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R 201230Z JAN 76

FM AMEMBASSY ANKARA

TO USDOC WASHDC

INFO SECSTATE WASHDC 2058

AMCONGEN ISTANBUL

UNCLAS ANKARA 0460

E.O. 11652: N/A

TAGS: BEXP, TU

SUBJ: PROMOTIONAL EVENTS-FY 77

REF: A) 75 USDOC 18065, B) 75 ANKARA 8929, C) 75 USDOC

18969

1. EMBASSY AND CONGEN ISTANBUL HAVE DISCUSSED FY77 PROMOTIONAL

VENT SCHEDULE IN REF (A) AND IN PRINCIPLE ENDORSE THE TWO PROPOSED MISSIONS. HOWEVER, WE ARE PREPARING SHORT REVIEW OF MARKET FOR EACH AND RESERVE OUR FINAL COMMENTS UNTIL STUDIES ARE COMPLETED.

2. WE NOTE THAT WE DID ACCEPT USDOC EARLIER PROPOSAL (SEE REF C) THAT THERE BE AN ENERGY SYSTEMS TRADE MISSION IN MARCH '76. EMBASSY ASSUMES THAT USDOC HAS NOT ORGANIZED THIS TRADE MISSION. WE WONDER, HOWEVER, WHETHER IT HAS BEEN POSTPONED TO A LATER DATE?

3. WE APPRECIATE RECEIVING THE FY77 MILAN TRADE CENTER EVENT SCHEDULE AND WISH AGAIN TO REQUEST COPY OF EXHIBITIONS SCHEDULED FOR TRADE CENTER TEHRAN. WE WISH NOT ONLY OTO HAVE AMPLE LEAD TIME IN WHICH TO HELP PROMOTE THE MILAN AND TEHRAN EVENTS BUT ALSO WOULD LIKE TO EXPLORE WITH USDOC THE POSSIBILITY OF HAVING SPIN-OFF MINI-EXHIBITS AND/OR TRADE MISSIONS FROM A SELECTION OF THESE EVENTS SCHEDULED FOR MILAN AND TEHRAN. FOR EXAMPLE, A SPIN-OFF TRADE MISSION WITH SMALL EXHIBIT COULD VISIT TURKEY AFTER THE FOOD PROCESSING AND PACKAGING EXHIBITIONS SCHEDULED FOR NOVEMBER 29- DECEMBER 3 IN MILAN. PRATICALLY EVERY

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EXHIBIT SCHEDULED FOR MILAN WOULD BE OSF SOME

INTEREST TO TURKISH INDUSTRIALISTS AND TRADERS. WE ASSUME THIS  
WOULD ALSO BE TRUE FOR THOSE SCHEDULED FOR TEHRAN.

4. USDOC'S COMMENTS WOULD BE APPRECIATED.  
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## Message Attributes

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